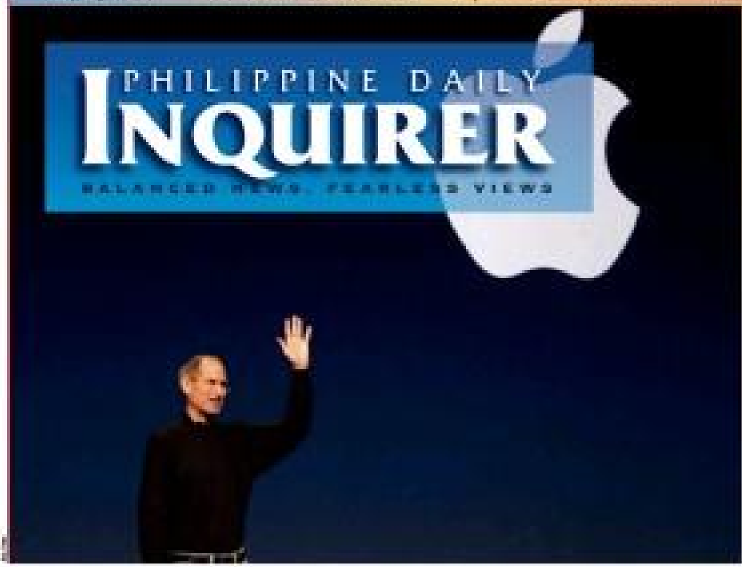
PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS



$1.7M bounty for Gadhafi

Nato joins rebel hunt for Libya strongman



REVERSAL OF FORTUNE

TRIPOLI, Libya—Nato was reported on Thursday to be providing significant support in the hunt for Moammar Gadhafi as rebels sought to cement their control, offering a nearly $2-million bounty for his capture.

Alvarez not quitting; files smuggle raps vs 14

Mitos 'corners' Ricky in House



Solons eye FG, Iggy taxes, can't crack bookkeeper

Archivists reclaim 2 silent PH films 'pirated' by US; film fest opens today



Gov't honors Bicol girl who saved PH flag from floods

Second FrontPage

WEATHER FORECAST



EZ2		
11AM	29	16
4PM	17	23
9PM	13	3

SUERTRES			
11AM	9	2	5
4PM	0	0	6
9PM	5	9	0

SIX DIGIT: 7 3 5 3 8 2

MEGALOTTO 6/45: 15 16 17 30 36 41 — P14,920,279.38

SUPERLOTTO 6/49: 15 27 38 39 41 42 — P33,920,660.80

PLDT-DIGITEL MERGER

Gov't to call MVP's bluff

By Paolo G. Montecillo and Christine O. Avendaño

THE GOVERNMENT has called Manuel V. Pangilinan's bluff, saying it was unlikely that a decision on the Philippine Long Distance Telephone Company's acquisition of Sun Cellular would be issued this month.

The Aquino administration will decide on the merger of PLDT and Digitel at its own pace and will not be pressured by the "self-imposed" deadline set by Pangilinan, presidential spokesperson Edwin Lacierda said yesterday.

Aug. 26 deadline

"As far as I know, we did not impose a deadline on ourselves. So we are studying (the deal) carefully, judiciously. And again, correct me if I'm wrong, as far as I know it was a deadline imposed by Mr. Pangilinan," Lacierda told reporters.

Pangilinan, chair of PLDT, had earlier warned his group would walk away from the P74.1-billion deal if it failed to get government approval by Aug. 26.

But National Telecommunications Commission (NTC) Commissioner Gamaliel Cordoba on Thursday said the regulator was still studying all aspects of the transaction, wary of the consequences a merger of two of the country's major telcos might have on consumers.

"We wish to point out that any current review is still within the first month of the 90-day period within which the commission is required by law to evaluate and decide upon petitions," Cordoba said separately on Thursday.

At NTC's mercy

Sought for comment, PLDT regulatory affairs head Ray C. Espinosa could only say: "I suppose we are at the mercy of the NTC."

Lacierda said the NTC was in charge of handling the issue but acknowledged that President Aquino was "looking at the merger also."

"The President is interested to know the consequences or repercussions, that's why it has to be studied," he said.

Earlier this week, the NTC said its main consideration would be the interest of consumers. PLDT's chief rival, Globe Telecom, which has opposed the deal, has argued that the merger would lead to a virtual monopoly of the telecom industry that the government must do all it can to stop.

PLDT currently controls about 55 percent of the local telecom market. Once it takes over Sun Cellular's operator, Digital Telecommunications Philippines Inc., the group will corner about 70 percent of industry revenues.

Globe has also asked the NTC to strip PLDT of some of its radio frequencies. These frequencies should then be awarded to Globe, being the only carrier with the resources to challenge a combined PLDT-Digitel entity, Globe contended.

Coverup

In its defense, PLDT said its acquisition of Digitel would create operational synergies that would lead to better services at lower prices, benefiting consumers.

PLDT lashed out at Globe, saying its demands were mere attempts at getting additional frequencies to cover up the company's inefficient use of its existing assignments.

"(PLDT) has been the most efficient in using radio frequencies assigned to it.... Globe is asking the government to punish the most efficient operator and to reward the most inefficient," PLDT said in a separate statement.

The Senate committee on public services earlier this month ruled that PLDT's acquisition of Digitel was legal, and that the country's current regulatory environment ensured that industry competition remained healthy no matter how big individual players got.

But Sen. Joker Arroyo said the Digitel acquisition should not be approved until PLDT complied with foreign ownership restrictions under the Constitution.

Gov't won't budge to MILF

THE GOVERNMENT will stand by the peace proposal it has offered the separatist Moro Islamic Liberation Front (MILF) even after the MILF negotiating panel reportedly recommended its rejection by the rebel group's central committee.

"The government rejects the MILF's rejection of our proposal," said Marvic Leonen, the chair of the government peace panel in a statement last night.

"The government proposal is the most principled, realistic and practical approach to resolving the decades-old armed conflict in the south," he said.

Leonen said it was now up to the MILF to decide "if it wants to move forward to achieve a negotiated settlement to the Bangsamoro problem."

Leonen stressed that the "3 for 1" proposal—or three components for one solution to the Muslim insurgency in Mindanao—was crafted within the bounds of the Constitution, which allows a lot of flexibility.

The Kuala Lumpur talks ended at one day early when the MILF panel rejected the government proposal. *—Christine Avendaño*

GMA 7 fights QC tax collection effort

BROADCASTER GMA Network Inc. has sought to stop Quezon City Treasurer Edgar Villanueva from collecting taxes from the company for lack of a legal basis to do so.

GMA 7 filed recently in the QC Regional Trial Court a petition for prohibition against Villanueva after the latter on June 17 imposed on the network taxes of P822,973,081.21 for "business tax as contractor" and P3,194,607.71 for "dividends" based on annual sales from 2005 to 2010, plus surcharges and interest.

GMA 7 vice president for finance Ronnie Mastrili, in a July 6 letter to the QC Treasurer's Office, said GMA had paid P596,170,773.92 in local franchise tax from 2005 to 2010, in accordance with the QC Revenue Code.

The network's legal counsel Gener Asuncion said GMA 7 was not liable for the contractor tax because it did not fall under the definition of "contractor" in either the Local Government Code or the QC Revenue Code.

In a press statement, GMA 7 said it was primarily engaged in operating radio and television broadcast stations in the country and not in the sale of services that are subject to tax.

GMA does not produce or sell advertisements but merely broadcasts ads produced by ad companies. Hence, GMA is not covered in the definition of "contractor" for "advertising services," the network said.

Moreover, it said GMA 7 found no legal basis for the QC government's imposition of a business tax on the company's dividends either in the Local Government Code or the QC Revenue Code.

'Charge Morato'

By Jocelyn R. Uy

A LAWYER yesterday asked the Commission on Elections (Comelec) to charge former Philippine Charity Sweepstakes Office (PCSO) chair Manuel "Manoling" Morato with four counts of criminal offenses for alleged electioneering in the 2010 polls, saying that the latter's defenses were "grossly misplaced."

In his reply to Morato's counteraffidavit yesterday, lawyer Bonifacio Alentajan said that Morato was clearly liable under the law.

He said that Morato had even admitted in his counteraffidavit that "Deal 'N' was conceived to advocate the causes of the PCSO...."

'I'M NOT JOSE VELARDE'

Dichaves asks court to drop plunder case

Guilty of plunder

Motion denied





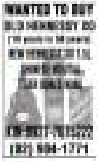


3rd GMA surgery a success, says doctor





Hale vest



Poor bone quality

LTO starts shift to new IT system

Want lower fuel prices? Take to Twitter, Facebook



Dy is new chair of St. Luke's



SPINOFF KICKOFF

PAL sends out termination notices to employees

By Paolo G. Montecillo

[illegible]

Severance package

[illegible]

Workers to appeal

[illegible]

New planes

[illegible]

Correction

[illegible]

Gov't to clip LGUs' power to grant mining permits

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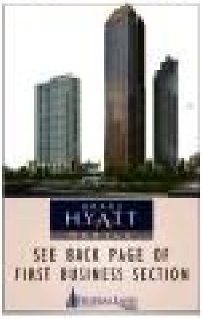
The Daily Gospel

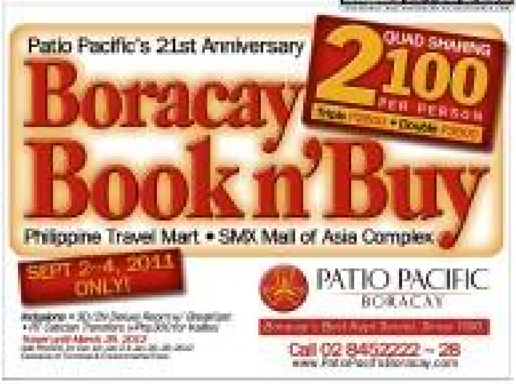
[illegible]

CamSur gov faces admin case, calls suit 'harassment'

No board approval

Other questioned deals









RALLY AROUND THE FLAG [illegible] Philippine flag [illegible] July 26, 2011, in Malinao, Albay. [illegible]

Gov't honors Bicol girl who saved PH flag from floods

[illegible]

Risking life, limb

[illegible]

A brother's plea

[illegible]

No fear

[illegible]

Memorable photo

[illegible]

A good example

[illegible]

Orphans both

[illegible]

Many invitations

[illegible]

Bank faces BSP sanction

NUEVA CAMARINES: THE REAL SCORE

Much has been said and written by those opposing the creation of the province of Nueva Camarines from the 4th and 5th Districts of Camarines Sur. But how do we separate reality from fiction? How do we winnow the chaff from the grain? Simple. Just lay down the facts as supported by congressional records, a historic Supreme Court ruling on the constitutionality of creating new provinces, and the pertinent certifications issued by various government agencies.

WHAT ARE THE HARD FACTS?

✔ That the House of Representatives passed House Bill 4820 proposing the creation of Nueva Camarines by an overwhelming 220-1 vote after the House Local Government Committee passed it 22-6 after conducting several hearings.

✔ That four out of the five Camarines Sur congressmen, namely Reps. Arnulfo Fuentebella, Luis Villafuerte, Rolando Andaya and Dato Arroyo, authored or co-authored HB 4728, the original version of HB 4820.

✔ That 24 out of 35 mayors from Camarines Sur attended the June 7, 2011 hearing on the bill held by the Local Government Committee so they can personally affirm their support for the creation of Nueva Camarines.

✔ That in the said congressional hearings, those opposed to the bill, including lone dissenter Rep. Salvio Fortuno and Camarines Sur Gov. LRay Villafuerte, were given all the time to air their side and to debate the pros and cons of the measure.

✔ That as noted by committee chair Rep. George Arnaiz, Gov. LRay Villafuerte and Rep. Fortuno even brought three busloads of their supporters to the jampacked Andaya Hall of the Batasan during the last hearing punctuated by a three-hour debate.

✔ That in at least two private-sector organized summits on HB 4728 held in Camarines Sur, the majority of the attendees expressed support for the division of CamSur because as Bicol's largest province it lacks focused governance, leaving far-flung barangays bereft of even the most basic public services like health, sanitation and potable water.

THE FACTS ELICITED FROM THE HEARINGS

Fact No. 1

As certified by the Bureau of Local Government Finance (BLGF), National Statistics Office (NSO) and the Bureau of Land Management (BLM), a reduced Camarines Sur and Nueva Camarines would both be classified as First-Class Provinces based on their respective income classification of P733.7 million and P591.2 million; land area of 2,531.60 sq. km. and 2,870.40 sq. km; and population of 892,203 and 801,818.

Fact No. 2

As pointed out by Rep. Villafuerte, citing his experience as governor of Camarines Sur for 15 years, the province has proven to be too big – its 1,036 barangays too many and too inaccessible in coastal and mountainous areas – to be managed by just one provincial government, thus the urgent need to divide CamSur into two more manageable provinces.

Fact No. 3

That the creation of Nueva Camarines fully complies with the requirements of the Local Government Act of 1991 (Section 461) that the average income for the last two years of the province to be created would not be less than P20 million, that its population not less than 250,000 and its land area not less than 2,000 sq. km.

Fact No. 4

That the measure also complies with the proviso of the Local Government Act that the division would not reduce the income, population or land area of the mother province to less than the minimum requirements of the Code, and that its income classification would remain unchanged.

WHAT THE SC SAYS ON CREATING NEW PROVINCES

In G.R. No. 180050, the Supreme Court said that the creation of new provinces, such as the establishment of Dinagat Islands under Republic Act 9355, is valid and constitutional as long as they pass the requirements of the Local Government Act of 1991 and are approved by the people through a plebiscite.

It should be noted that the Province of Dinagat Islands barely passed the requirement of the Local Government Code as it only has seven municipalities. Still, the SC upheld the validity and constitutionality of Dinagat's establishment.

In contrast, the proposed province of Nueva Camarines passes the Code's requirements many times over. As NuevaCam would have 15 municipalities (Caramoan, Garchitorena, Goa, Presentacion, Siruma, Sagnay, San Jose, Tigaon, Tinambac, Balatan, Baao, Bato, Buhi, Bula and Nabua) and the City of Iriga, it would be far bigger than the Province of Dinagat Islands.

If Dinagat Islands can be declared a province with just seven towns, why not then Nueva Camarines with 15 municipalities and one city? As the SC has upheld the power of Congress to create new provinces as long as the people approve of them via a referendum, there is little doubt that the establishment of NuevaCam would also be upheld by the SC if challenged.

CAMSUR: REMOVING THE BLINDERS

The provincial government of Camarines Sur has been claiming that the creation of Nueva Camarines would derail the province's economic, tourism and social inroads. But what achievements were its officials talking about? CamSur has been wallowing in poverty that even if the big words being mouthed by its officials can be eaten by their constituents, the latter would still be left hungry.

Case in point. In its 2010 Oplan Timbang, the National Nutrition Council reported that Camarines Sur has the worst malnutrition problem in all of the Bicol Region, with the most number of underweight pre-school children up to age 17 months. While the province has a yearly income of over P500 million, the National Statistical Coordination Board (NSCB) pegged CamSur's poverty incidence at 38.67 percent, which means 40 percent of families live below the poverty line.

In the Good Governance Index of the NSCB, Camarines Sur slid from 18th spot in 2006 to 78th in 2008, or ahead only of the Ampatuan-era Maguindanao which was at dead last, making it the second worst-governed province in the country. And in the reports of the Commission on Audit from 2007 to 2009, the provincial government of CamSur had been taken to task for expenditure and accounting practices which COA said exposed the government to possible loss, misuse or misappropriation.

In 2009 alone, COA questioned Camarines Sur officials over the following: a) Non-remittance of income from the CamSur Watersports Complex; b) Entering a cash construct of P100 million in violation of RA 7160; c) Provision of P22 million in unliquidated cash advances to officials and employees; d) Overstatement of assets by reporting unserviceable properties amounting to P88 million; e) Charging of P11 million in consultancy expenses related to the 2009 World Wakepark Championship; and f) Spending P132 million in "donations" without approved programs and criteria, among many others.

But questionable disbursements and use of public funds are not the only issues against officials of the local government of Camarines Sur led by Gov. LRay Villafuerte. Their efficiency in generating revenues for the province has also been found to be gravely wanting. For example, their real property tax collection efficiency as of July 2011 is only six (6) percent or P6 million out of the P100 million target for the year. Their one (1) percent efficiency in collection of franchise tax translates to a measly P100,000 out of the P10 million target.

If Camarines Sur has become so progressive as claimed, how come that up to now it has no provincial hospital, how come that it has not addressed the perennial flooding problem in Rinconada and the basin areas that affect agricultural production immensely to the detriment of farmers' livelihood? How come that during Typhoon Juaning that flooded ready to harvest palay, many CamSur farmers had deplored on television news interviews the lack of support from the Villafuerte administration in their sourcing of fertilizers, seedlings and farm equipment?

MIND-BOGGLING FIGURES

As to the claim by Gov. LRay Villafuerte that Camarines Sur has had 1.8 million tourists in 2010 (now they say it's even 2.3 million) as the alleged top tourist draw in the whole country, "eclipsing" even world-famous Boracay, can such an assertion be believed? Let us all do the maths. As per NSCB figures, Boracay's total tourist arrivals in 2010 was just 779,666 (foreign, local and balikbayan visitors) yet it posted a whopping tourism receipt of P14 billion.

Now, is it plausible for Camarines Sur to claim that 1.8 million or 2.3 million tourists visited it in 2010 when it has less than a billion to show as tourism revenues for the same year? The numbers do not add up and they remind us of COA's findings that big portions of the revenues from the provincial government-operated CamSur Watersports Complex and Caramoan island resorts had not been turned over to the provincial treasury. If so, where have CamSur's tourism revenues gone?

What's more, the Department of Tourism should check its facts, especially the figures provided by the provincial government of Camarines Sur. The claim that CamSur relegated Metro Manila and Cebu to No. 2 and No. 3 in tourist destinations can never be supported by hard facts and simple common sense. Consider that a single five-star hotel in Makati alone has more rooms than all of the accommodation facilities of CamSur combined. So how can CamSur possibly top Metro Manila's and Metro Cebu's tourism figures with the latter's towering hotels vis-à-vis CamSur's limited tourist accommodation?

Likewise, tourists do not go directly to Camarines Sur whether by air, land or sea because if they do then the 1.8 million and 2.3 million figures become more like figments of an overdriven imagination. Why? Because the modes of transportation in and out of Camarines simply cannot accommodate that many travelers in a year. At the same time, the norm for foreign tourists – in keeping with Hubs and Spokes Tourism – is to fly into the Philippines via its major airports (hubs) in Manila and Cebu, for example, before spreading to the provinces (spokes) like CamSur.

So the visitors of Camarines Sur are most likely visitors too of Metro Manila and/or Cebu. So, how can CamSur be possibly No. 1 and Metro Manila and Cebu only No. 2 and No. 3?

THE REAL ISSUE

Those opposing the creation of Nueva Camarines have resorted to claiming THERE WERE NO PUBLIC HEARINGS on HB 4728/4820 when THEY THEMSELVES ATTENDED THE HEARINGS. They absurdly draw "conclusions" from a University of the Philippines study while admitting that the study has just been started. They COMPARE APPLES AND ORANGES by saying that the Philippines has more provinces than some bigger countries.

The concept of self-determination and the principle of LOCAL AUTONOMY is enshrined in the CONSTITUTION and the Local Government Code. Leaders have the RESPONSIBILITY to guide the people in the creation of local governments such as provinces.

Let's be very clear about the REAL ISSUE: It is NOT ABOUT PERSONALITIES but the RIGHT of the PEOPLE covered by the local government unit concerned TO DECIDE FOR THEMSELVES whether they want TO CREATE NUEVA CAMARINES. Once the legal requirements are complied with, EVERYONE should respect Camarinenses and no one should deprive them of the OPPORTUNITY TO MAKE THEIR CHOICE.

BE TRUTHFUL! GET REAL! LET CAMARINENSES DECIDE!

Last call for nomination to ARMM OIC positions

By PJ Yap

INTERESTED parties have only until 5 p.m. today to submit their applications or nominations for the caretaker positions in the Autonomous Region in Muslim Mindanao (ARMM), the Department of the Interior and Local Government said.

Interior Secretary Jesse M. Robredo said there would be no extension of the deadline for the submission of applications for the 24 officers in charge (OIC) positions. The OICs will assume office for 21 months before the synchronized elections in 2013.

"Late and/or incomplete submissions will not be processed or screened," he said in a statement.

Applicants are required to attach several required documents to their application forms, including clearance from the National Bureau of Investigation, barangay certification of clearance, and a Commission on Elections voter's ID.

They are also required to issue a sworn statement attesting that they are facing no administrative, criminal or civil charges, or if they are, an attested summary of such charges or cases, together with supporting documents, must be filed.

As an autonomous unit, the region composed of Basilan, Tawi-Tawi, Sulu, Maguindanao and Lanao del Sur provinces has its own Cabinet officials, along with a governor and vice governor.

$1.7M bounty for Gadhafi



LIFE WITH FATHER.

Nato in the hunt

Special forces

Humanitarian situation



THIS IS THE LIFE

Control of Tripoli uncertain

Rebels trash Gadhafi luxurious homes

Gilded toothbrush

Gay porn DVD

Image of caring

Mitos 'corners' Ricky in bruising House encounter

Calm before storm

Why BlackBerrys

'Out of line'

Who's who in PNP's raps sheet over choppers

Solons eye FG, Iggy taxes, can't crack bookkeeper

Alvarez not quitting; files smuggle raps vs 14

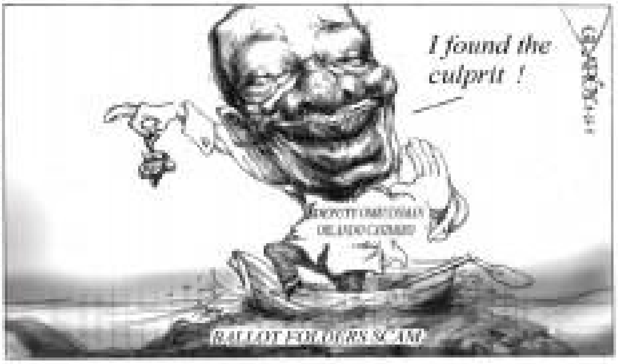
INQUIRER

OPINION

Hope amid perils

EDITORIAL

[illegible]



A superbody to coordinate Metro transportation?

AS I SEE IT

Neal H. Cruz

[illegible]

Philippines signs Rome Statute

PASSION FOR REASON

Raul C. Pangalangan

[illegible]

Quezon and Ataturk (2), clash of empires



ANALYSIS

Amando Doronila

Poisoning the well



AT LARGE

Rina Jimenez-David

'Sanctuary of the Filipino Soul'



LOOKING BACK

Ambeth R. Ocampo

Speaking, being



PINOY KASI

Michael L. Tan

Community schools

Windows to the world

LETTERS

Kato an obstacle to Mindanao's struggle for peace

Answer to Cruz's column found in Aug. 4 open letter

'Fantastic revisionist claim' by Imelda Marcos

PNP handwriting expert says she was pressured in Pidal case

More 'indications'

Archivists reclaim 2 silent PH films



EDUARDO de Castro and Adelina Moreno with their Moro captors in a scene from "Brides of Sulu."

'Filipinos as savages'

Curious ad

US point of view

Who is John Nelson?

More clues

95-percent solved

Festival opener

Kits Tabora: 59

Across the NATION
Assistant Editor Tony Bergonia



[illegible]

TYPHOON 'MINA'

Thousands flee Albay flooding

LEGAZPI CITY—At least 6,000 families in the town of Polangui, Albay, have started to move to higher grounds on Thursday as floods started to invade homes amid relentless rains spawned by Typhoon "Mina."

[illegible]

Special needs

[illegible]

Now a typhoon

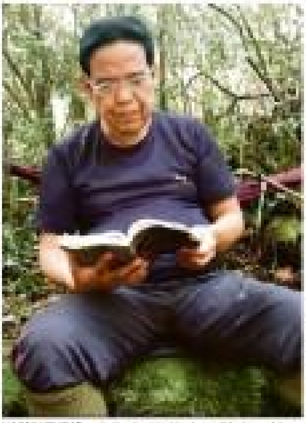
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Negros floods

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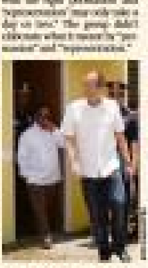
Sierra Madre priest asks P-Noy: Replace DENR chief

Captive mayor's photos, message released



MAYOR HENRY Dano holds a book in this photo of him in captivity released by the New People's Army

Calamba realty execs up in arms, demand register of deeds' ouster



Leptospirosis surge alarms health workers



90,000 machines readied to modernize farms

Special kids leave lasting impressions



Sacked helper held for slay of 7-year-old boy, 2 maids

ARMM health workers plan strike to demand midwife's release

City strips firm of permit to supply water to 13,000 homes

La Salle, Ateneo rule ICTSI schools tilt

DAVAO NAT'L PRO-AM

Salvador-Ledesma up



Luzvimin golf: Southwoods ladies ahead

PCC 8-stag derby fires off; 100 join fray

Fans win as well

ONE GAME AT A TIME

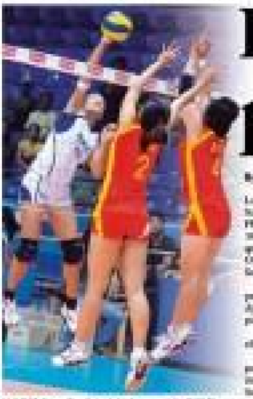
Sev Sarmenta

Media routs Kamayan by 42 strokes for Eduque Cup

Lim toasts, rewards paddlers

Dragon boat issue hounds PSC

PH Homeless booters crush Croatians



Ford powers SSC past Navy tossers

Texters remain intact for PBA 37th season

Dungca shows 'em in Ebdane 4x4 tilt



Pacquiao darts line launched sans Manny

Performance, not math, wins in SEA Games

Inside Sports



Big handball seminar gets going tomorrow

Vietnam turns down...



Robinsons Supermarket
WOW!
Low, Low Prices!
Aug. 26 - Sept. 8, 2011
HOT BUY
Celebrations by Sharon
Banana Cake Mix 200g
P30.75 each
Ajinomoto
Century
Viva
UFC
CDO
Silver Swan
Valencia Orange
Beef Short Ribs
Pork Steak
Red Lady Papaya
Gabi
Magnolia
Chicken Wings
Potato
Cucumber
Live Hito
Chicken Thigh
Palmolive
Safeguard
Downy
Tide
PH Care
Apollo
Dari Creme
Regent
Real Good
APPLE TAG SPECIALS
Magnolia
Surf
Log on to www.robinsons-supermarket.com.ph
Like us on
Eat Well Spend Less

SPORTS

Ateneo nips UE; UST now No. 4



Pirates try to boost Final 4 bid vs Heavy Bombers today

Vietnam turns down Azkals' invite

Aplus METRO

DID YOU KNOW



Tragic joyride for SK chair

A JOYRIDE on a borrowed barangay-owned motorcycle turned tragic for a 16-year-old Sangguniang Kabataan (SK) chair late Wednesday night as his neck got caught in a low-lying cable wire, causing him and a companion to fall off their vehicle in Manila.

47 PNP officers assume role of 'student riders'



PRC tells Kho: Your medical career is over

Blast rocks Tondo neighborhood



Fighting dengue can be as easy as ABKD

Back to basics

Significantly lower

Robredo: P10B needed every year to house Metro squatters

Unsafe areas

Build synergy

MetroBriefs

Blood donation booths in malls

3 fires hit Valenzuela City

Soroptimist marks 45th year

US official says China's military buildup could destabilize Pacific

Russian spacecraft crashes back to Earth



JOGGERS run past the Washington Monument in Washington, DC. The monument has been closed indefinitely after cracks were found at the top of the structure. AP

Is the US East Coast prepared for truly powerful earthquake?

Indian corruption hits all aspects of life



HAZARE

3,000 Pakistan soldiers have died fighting Taliban

The WORLD

Jobs resigns at Apple, says he cannot meet his duties

SAN FRANCISCO—Steve Jobs, whose insistent vision that he knew what consumers wanted made Apple one of the world's most valuable and influential companies, is stepping down as chief executive, the company on Wednesday announced.



APPLE CEO Steve Jobs holds the new iPhone 4 in photo taken on June 7, 2010.

"I have always said that if there ever came a day when I could no longer meet my duties and expectations as Apple's CEO, I would be the first to let you know," Jobs said in a letter released by the company. "Unfortunately, that day has come."

Jobs, 56, has been on medical leave since January, his third such absence. He underwent surgery for pancreatic cancer in 2004 and received a liver transplant in 2009. But as recently as a few weeks ago, Jobs was negotiating business issues with another Silicon Valley executive.

Jobs will become chair, a position that did not exist before. Apple named Tim Cook, its chief operating officer, to succeed Jobs as chief executive.

Rarely has a major company and industry been so dominated by a single individual, and so successful. His influence went far beyond the iconic personal computers that were Apple's principal product for its first 20 years. In the past decade, Apple has redefined the music business through the iPod, the cellphone business through the iPhone and the entertainment and media world through the iPad. Again and again, Jobs gambled that he knew what the customer would want, and again and again he was right.

"The big thing about Steve Jobs is not his genius or his charisma but his extraordinary risk taking," said Alan Deutschman, who wrote a biography of Jobs. "Apple has been so innovative because Jobs takes major risks, which is rare in corporate America. He doesn't market-test anything. It's all his own judgment and perfectionism and gut."

Cook, an expert in logistics, has been instrumental in locking up contracts in advance for critical parts in the company's devices. It has had the effect of securing favorable prices, keeping Apple's profit margins high. But it also has prevented rival companies from producing competing products at significantly lower prices.

While Cook is well-respected in the industry, he is little-known outside of it. Analysts and Silicon Valley experts said new Apple products were in the pipeline for the next few years, but its success beyond that was already being debated.

Tim Bajarin, president of the technology research firm Creative Strategies, said the news about Jobs was "a shock because it's abrupt." Tim Bajarin said that "while there's definitely concern for Steve as a person," he had little concern for the company.

"Steve has built a very deep bench of managers, including the leadership of Tim Cook, who clearly understands Steve's vision, goals and direction," said Bajarin, who has followed Apple for 30 years.

Others were not so sure.

"You could make the case that Steve has ingested so much of his DNA into Apple that Apple will continue," said Guy Kawasaki, who was an Apple executive in the late 1980s. "Or you can make the case that without Steve, Apple will flounder. But you cannot make the case that Apple without Steve Jobs will be better. I feel so unsure of that."

The technology world has never been short of strong-willed leaders (think Bill Gates at Microsoft or Larry Ellison at Oracle). But even in this select group, Jobs was noted for the control he exerted and the loyalty he commanded. Without him, his devoted team might soon fracture.

"I think the key question is whether the Apple team will continue to work as effectively as a collaborative without the single person to rely on for the final decision," said Charles Golvin, a Forrester Research analyst.

Cook, 50, joined Apple in 1998. He was promoted to chief operating officer in 2007, overseeing the day-to-day operations. *New York Times News Service*

Cheney says he urged Bush to bomb Syria in '07



CHENEY

WASHINGTON—Former Vice President Dick Cheney says in a new memoir that he urged President George W. Bush to bomb a suspected Syrian nuclear reactor site in June 2007. But, he wrote, Bush opted for a diplomatic approach after other advisers—still smarting over "the bad intelligence we had received about Iraq's stockpiles of weapons of mass destruction"—expressed misgivings.

"I again made the case for US military action against the reactor," Cheney wrote about a meeting on the issue. "But I was a lone voice. After I finished, the president asked, 'Does anyone here agree with the vice president?' Not a single hand went up around the room."

Bush chose to try diplomatic pressure to force the Syrians to abandon the secret program, but the Israelis bombed the site in September 2007. Cheney's account of the discussion appears in his autobiography, "In My Time: A Personal and Political Memoir," which is to be published by Simon&Schuster next week. A copy was obtained by The New York Times.

Cheney's book—which is often pugnacious in tone and in which he expresses little regret about many of the most controversial decisions of the Bush administration—casts him as something of an outlier among top advisers who increasingly took what he saw as a misguided course on national security issues. While he praises Bush as "an outstanding leader," Cheney, who made guarding the secrecy of internal deliberations a hallmark of his time in office, divulges a number of conflicts with others in the inner circle.

He wrote that George J. Tenet, the director of the CIA, resigned in 2004 just "when the going got tough," a decision he calls "unfair to the president." He wrote that he believes that Secretary of State Colin L. Powell tried to undermine Bush by privately expressing doubts about the Iraq war, and he confirms that he pushed to have Powell removed from the Cabinet after the 2004 election.

"It was as though he thought the proper way to express his views was by criticizing administration policy to people outside the government," Cheney writes. His resignation "was for the best."

He faults former Secretary of State Condoleezza Rice, for naivete in her efforts to forge a nuclear weapons agreement with North Korea, and Cheney reports that he fought with White House advisers over editing the president's speeches on Iraq. NYTNS

IN THIS ISSUE

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- **RP economy seen** to withstand capital flight /B4

Editor Raul O. Marcelo • Assistant Editor Camila S. Mariano

BUSINESS

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- **Global BPO market seen** growing 6.3% in 2011 /B3-1

GDP grew 4.5-5.5% in 2nd quarter

Neda chief says expansion led by agriculture, mining

ECONOMIC GROWTH, as measured by the gross domestic product (GDP), was estimated to have expanded by 4.5 to 5.5 percent in the second quarter, with agriculture and mining leading the charge, Economic Planning Secretary

INDICATORS

PESO-DOLLAR RATE

Aug. 25, 2011

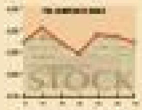
42.520



STOCK MARKET

Aug. 25, 2011

▼ 23.76



Stocks down on profit-taking

Budget gap hit ₱26B in July on spending boost

Amazing from all angles.

Introducing the new Toyota Fortuner.

Since its introduction in 2005, the Fortuner has been a formidable frontrunner in the SUV segment. Developed from the International Innovative Multi-purpose Vehicle platform or IMV, over 41,000 Fortuner units have been sold to date. Seen as the SUV benchmark, the Fortuner is ready to raise the bar again with its latest iteration.

BOLDER EXTERIOR



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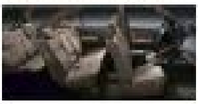
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SOPHISTICATED INTERIOR



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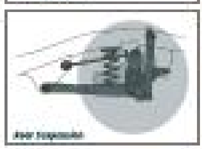


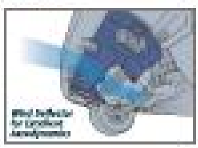




EXCEPTIONAL RIDING COMFORT







SUPERIOR PERFORMANCE





BUSINESS

PH economy seen to withstand capital flight

Citi cites historic-high forex reserves of $71B



GDP grew ...

July budget ...

BUSINESS

Traders still optimistic about growth prospects

But BSP hasn't weighed in impact of US credit downgrade

Imports grew by 15.6% to $30.5B in first half

NSO reports drop in production





SMC, four others join index

By Paolo G. Montecillo

CONGLOMERATE San Miguel Corp. (SMC) will be among the five companies set to join the country's blue chip index by September, the Philippine Stock Exchange (PSE) announced this week.

Based on its latest review covering trading activity from July of last year to June 2011, the PSE said the five new companies that will become part of the PSE index (PSEi) are Belle Corp., Cebu Air Inc., San Miguel Corp. (SMC), Semirara Mining Corp. and SM Development Corp. (SMDC).

These companies will replace ABS-CBN Corp., Filinvest Land Inc., First Philippine Holdings Corp., Lepanto Consolidated Mining Co. and Security Bank Corp.

The PSEi consists of the country's 30 most traded, most liquid and well-capitalized listed firms.

"With the revisions in calculating our index, we hope to boost liquidity, which is one of the stock market's biggest challenges," PSE president and CEO Hans Sicat said. "The changes reflect our intention to adopt global best practices," he added.

The PSE said the change to the composition of the 30-company PSEi aims to boost liquidity by keeping the country's most traded firms on the index.

The PSE said it had also changed its criteria for companies that can join the index. These include a higher public float requirement of 12 percent from the previous 10 percent, and improved measurements in determining liquidity and market capitalization.

On Thursday, SMC was among the market's most traded companies. The company's share price closed flat at P124 apiece.

This followed news on the company's plans to mount an initial public offering (IPO) for its power unit, SMC Global Power Holdings Corp.

The company plans to sell P25.5 billion worth of the power company's shares, making it one of the largest IPOs in the country's history.

SMC was earlier removed from the main index after its public float fell below the 10 percent required by the PSE.



PHILIPPINE STOCK EXCHANGE

As of August 25, 2011

CURRENCIES

splash
corporation

The beauty and wellness expert has established its newest division, Splash Direct Sales to serve the market better and further broaden its reach in the industry. The company's highly innovative personal care and wellness products is complemented by its competitive income earning package - a true manifestation of sharing and developing the Filipino's entrepreneurial character.

This 26th of August 2011, join Splash Direct Sales as they formally debut in the Direct Selling Industry through its Grand Launch party entitled:

SUCCESS is *Beautiful*

To be held in Newport Theater, Resortsworld, Manila, the newest entrant in the industry will be introducing itself as one of the most aggressive and fastest-growing direct selling companies in the Philippines that will truly make an impact in the lives of the Filipino people. The event will be graced by celebrities and Mr. Boy Abunda, the company's Ambassador of Great Opportunities.



THE ESSENCE OF SPLASH CORPORATION

Founded in 1985, Splash was able to grow from a Php12,000 backyard business into a Php4 billion enterprise through the vision, innovation, and commitment of its founders, Dr. Rolando B. Hortaleza and Dr. Rosalinda A. Hortaleza. It has established its reputation as one of the formidable players in the Philippine personal care industry through the brands SkinWhite, Maxipeel, and Kolours. The Company has a Php800 million state-of-the-art manufacturing complex in Canumay, Valenzuela City and has also established the Splash Research Institute (SRI) in 1997 which is composed of chemists, pharmacists and engineers whose expertise are in the manufacturing of personal and health care products. Through these, Splash will continue to be at the forefront of the personal and health care industries. The Company is ranked sixth in the Philippine personal care industry, the only Filipino-owned company in the top 10. The company has also started to delve in to the food industry through the acquisition of Barrio Fiesta Manufacturing Corporation, thus shifting the company's identity from a personal care company to an FMCG one. Splash Corporation has also started making waves in different countries abroad such as Indonesia, Malaysia, Vietnam and other countries in Middle East and Africa.

SPLASH DIRECT SALES – SPLASH CORPORATION'S NEWEST BABY



Splash has become an undisputed leader in the Retail Market for the Whitening and Exfoliant Categories with its mega brands, Skin White and Maxipeel. This same expertise will be extended into the Direct Selling market pushing for its continued growth and strengthening its hold in the industry.

In a battle that is dominated by Multinational companies, Splash would once again aim to fight it out for market leadership and prove that the Filipinos have enough capabilities and expertise that can contend with our international counterparts. Truly, Pinoy Pride at its best!

With the re-launch of the corporate brand, Splash adopted a corporate tagline "Look, Feel, Live Better." Four simple words that translate to the corporate goals and objectives of the company, by continuously offering products that make consumers look and feel better about themselves.

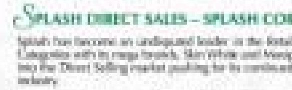
SPLASH DIRECT SALES - TOUCHING LIVES



The last aspect "Live Better" greatly encompasses the role of Splash Direct Sales in the company. The founder, Dr. Hortaleza has always been in strong support of entrepreneurial causes and this new division is the depiction of his passion towards enriching the lives of many Filipinos. By offering a sustainable and rewarding livelihood opportunity, Splash aims to touch lives of thousands of Filipinos, enabling them to truly live better.

Splash Direct Sales is not your ordinary direct selling company – it offers only the MOST INNOVATIVE range of personal care products in the Direct Selling market. It has put forth the best and the most advanced technology towards perfecting the science of beauty and wellness across all its products such as Seriously White, SkinMD, LiveWell, CMX and Nutress. In fact, Splash is the only Direct Selling company with an in-house research institute packed with advanced technologies and innovative minds generating highly relevant and breakthrough products especially made for the Filipino people.

Aside from this, Splash Direct Sales offers one of the HIGHEST EARNING opportunities, rewarding dealers with rebates and commissions which can compete head on with other direct selling companies. Furthermore, the Direct Selling Team continuously ensures serving the needs of its dealers with activities and promotions guaranteed to support their requirements.



BOY ABUNDA - AMBASSADOR OF GREAT OPPORTUNITIES

Mr. Boy Abunda was chosen to be Splash Direct Sales' Ambassador of Great Opportunities because of his story's similarity to the company's history – both started off with very humble and touching beginnings and worked diligently to rise up the ranks and finally reach the pinnacle of success that they truly deserve.

Just like the Hortalezas, Mr. Boy Abunda is an advocate of entrepreneurship and he believes that direct selling is one trustworthy avenue to practice such opportunity. Mr. Abunda's life story and career will surely serve as an inspiration to many aspiring Filipino entrepreneurs to give their best in achieving success in life, possible only through Splash Direct Sales.

SPLASH DIRECT SALES - ALL SET AND READY

There is just no stopping Splash Direct Sales. With less than two years since its first day of operations, Splash Direct Sales has already opened a total of 12 full-blown branches and 27 individual business centers strategically located from Luzon, Visayas and Mindanao area. From Tuguegarao, Dagupan, Alabang, Iloilo and Cagayan de Oro, Splash Direct Sales makes sure that it can cater to each and every dealer's need by making its outlets accessible in their network. The company is dedicated to continuously widen its reach through network expansion across the country. Watch out as they continue to unveil more branches in 2012. To serve you even better, it shall also strengthen its product portfolio by offering new products across various categories while maintaining its focus on its core expertise – Whitening and Exfoliant categories.

With these efforts, Splash aims to be a strong player by 2012, setting ground for market leadership in the succeeding years.

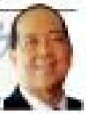
11 W Office, 11th Avenue cor. 28th Street, Bonifacio High Street, Bonifacio Global City, Taguig, MM
Website: www.splashdirectsales.com Trunkline: 02 4917611 Email: directselling@splashcorp.com

BUSINESS

Power Situation Outlook

RP economy . . .

Backlash of credit downgrade



Corporate Securities Info

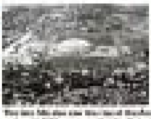
Rolando J. Polidoro

SM and QC: Visions of a City at SM City North Edsa

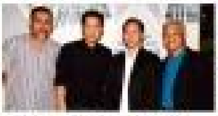












BUSINESS

Global BPO market seen growing 6.3% in 2011

Emerging markets driving sector's growth, Gartner says

Use of Lamborghini brand in Tattoo logo legal, says Globe



PLDT BIZBCENTRAL CARAVAN HITS DAGUPAN CITY

Marketing Buzz

BUSINESS *Friday*

Would-be franchisees get a lifeline



'Why is segmenting by socio-demographics wrong?'

MARKETING Rx

Dr. Ned Roberto & Andy Roberto

Selling art for the heart



MANDAUE FOAM

Celebrating 40 Years!

Mandaue Foam celebrates **40 years** of manufacturing and innovating high quality foam products, helping more and more Filipino families fill their homes with affordable, dreamy home furnishings.

We continue to innovate to provide and fulfill every homeowner's needs. We began to expand our product lines to include pillows, sofas, dining tables, bed frames, and customized furniture among others because we felt the market need for a more complete home store.

In 1971, a foam manufacturing company in Cebu named Mandaue Foam was founded by Mrs. Benita T. Uy.

By 2005, our showrooms sprouted in six cities and provinces in Visayas and Mindanao and earned the trust of our neighbouring locales such as Cagayan de Oro, Bacolod, Davao, Iloilo, Butuan, and Cebu.

In 2007, we set sights in Luzon and opened our first branch in Cainta, Rizal with a factory equipped with state-of-the-art foaming machines.

The following year, we opened another showroom along Quezon Ave. And recently a branch along Alabang Zapote Rd.

All branches nationwide carry a wide range of expertly crafted furniture products, which are considered a nationwide pride.

Today, we already have 17 showrooms and factories nationwide. Mandaue Foam is considered one of the country's top 1000 corporations and was acknowledged by the Philippine Retailers Association - Cebu chapter with a nomination in the 2010 Outstanding Filipino Retailer Award.

As we celebrate our 40 fulfilling and trail blazing years in the industry, we proudly carry a commitment to provide over 5000 high quality and affordable home furniture products to the Filipinos.

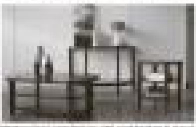


















40th anniversary **sale**
Aug 27 - Sept. 15, 2011
40% OFF

17 SHOWROOMS NATIONWIDE:

MANILA

CEBU

ILOILO

BACOLOD

BUTUAN

CAGAYAN de ORO

GENERAL SANTOS

DAVAO



PROFESSIONAL SERVICES

PERSONAL

HOUSEHOLD

REAL ESTATE FOR SALE

REAL ESTATE FOR RENT

REAL ESTATE FOR RENT

TRANSPORTATION FOR RENT

GENERAL ITEMS FOR SALE



PUBLIC NOTICES

REAL ESTATE FOR SALE OR RENT

TRANSPORTATION FOR SALE

TRANSPORTATION FOR RENT

GENERAL ITEMS FOR SALE

MEDICAL INSTRUMENTS

PETS

WANTED TO BUY

INVITATION TO BID

PNOC EXPLORATION CORPORATION

INVITATION TO BID

PNOC EXPLORATION CORPORATION

INVITATION TO BID

INVITATION TO BID

SR. MARY MARCIA Y. ANTIGUA, RGS

March 25, 1926 –August 23, 2011

Whoever finds his life will lose it, and whoever loses his life for My sake will find it.

Matthew 10:39

Our Loving God has called home our dear



SISTER CONCEPCION PELLOSA, OSB

DOLORES LEANO LEDESMA

The

LAND BANK OF THE PHILIPPINES

Board of Directors, Management and Staff

Condole with the family and relatives of the late

BASILIO M. ESTANISLAO

(LANDBANK President 1973 to 1986)

who joined his Creator on August 23, 2011

Memorial Services will be held on

September 1, 2011, 5:00 PM

at the

LANDBANK Plaza,

1598 M.H. del Pilar cor. J. Quintos Sts., Malate, Manila

"I have fought the good fight, I have finished the race, I have kept the faith." (2 Timothy 4)

More Classifieds

ZAMBALES II ELECTRIC COOPERATIVE A27

BAYANI PANALIGAN

CLASSIFIEDS

NOTICE OF SEARCH AND CALL FOR APPLICATIONS

INVITATION TO BID FOR CONSTRUCTION/REHABILITATION OF HEALTH FACILITIES

DEPARTMENT OF LABOR AND EMPLOYMENT

NOTICE OF FILING OF APPLICATION FOR ALIEN EMPLOYMENT PERMIT (AEP)

People Events & Products

Ayala Land and Puregold group break ground for Fairview Terraces



Free seminar for course managers at the Golf Show



KRAFT FOODS MAKES A 3-YEAR PROMISE

First 100 days is RC Cola's winning formula

Chevy Cruze at stake in Power Run 2011



Camaya Coast unveils first Condotel development

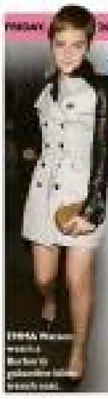
Philex Mining re-certified to ISO 14001:2004

Seach for PH bet to World Rubik's Cube tourney on

LIFESTYLE Fashion & Beauty

Editor Thelma Sioson San Juan

Contributing Editors Jason Ilagan and Rita Francisco-Prieto



Style on stars

How they manage to look refreshingly chic in whatever they're wearing







Style on stars





Military meets New York chic

















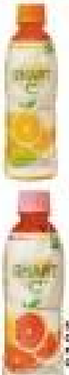


Why they love their Vitamin C juice drink











Now's the time for the new Acer Timeline X 4830TG



Banking on the huge success and renown of the original Timeline X, Acer, one of the world's most trusted and innovative computer manufacturers, today launched to the local IT media the second generation of this one-of-a-kind digital device.

The Acer Aspire 4830TG Timeline X is the latest incarnation of the Acer Aspire 4820TG, which was met with both critical and commercial success among both IT purists and enthusiasts and even product reviewers in various sites and online forums.





A 'mixology' of style and substance

Xandra Ramos-Padilla thrives on multitasking—and it shows in her flair for mix-matching wardrobe and home pieces that work

XANDRA Ramos-Padilla was born into the family that established National Book Store, the largest chain of bookstores in the country.

THE WORKING CLASS



Filipino talent









A 'mixology' of style and substance

Day to night







Vanity Basket

The right concealer for you

How a man can beat sweat—and boost his confidence

Scent of luxury

Intensive skin hydration while you sleep



A new men's scent joins the game

For a different kind of man

Young designer goes for classic aeshetics



THE FABRICS Disini chooses for her ideal customer include power knits, jersey and silk chiffon that seem to work well with most body types.



MAUREEN Disini

After studies in Milan and Paris, Maureen Disini's fashion label is now available in Greenbelt 5





ACTIVATE YOUR STYLE AT THE SM TOONFEST

It's Take Two for the Toonfest as the SM Children's Wear Department once again begins its search for cute talented kids with that X-Factor.

From July 8 to September 24, kids all over the country will have a chance to, as they say, Activate Your Style by showcasing their styling and modeling talents using their chosen Toon merchandise from the Children's Wear and Infant's Wear Departments.

The contest is open to kids 3-14 years old by September 30, 2011, and a minimum ₱ 500.00 single receipt purchase is required.

Participants will model the cool Toon clothes they have chosen in a photo shoot, and at the end of the day judges will award the Branch winners. Each of the boy and girl Toonfest winner in each branch will receive P5,000.00 worth of Gift Cheques from the SM Department store, and get a chance to be an SM Kids fashion model.

The Original Toonfest Apparel is available at the Children's Wear and Infant's Wear Departments of all SM stores.

THIRD BATCH OF TOONFEST WINNERS ACTIVATE THEIR STYLE

From the looks of it, it's twice as much fun for the Toonfest on its second year. The second leg of the model search, which took place last August 13 at SM City Cagayan De Oro, SM City Rosario, and SM City Lipa; and on August 20 at SM City San Lazaro, SM City Naga, and SM Cubao attracted many cute, talented, and adorable contestants.

The participants had a fab time at the Toonfest booth, activating their style like real stars under the limelight and looking good in their favorite cartoon character ensemble.



Catch The Next Toonfest Model Search!

August 27
SM North Edsa The Block Atrium
SM Bacolod Event Center
SM Bicutan Event Center
SM San Pablo Mall Atrium

September 3
SM Megamall Event Center
SM Calamba Event Center
SM Iloilo Event Center
SM Baguio Event Center

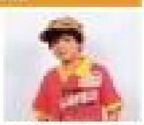
September 10
SM Davao Event Center
SM Marikina Event Center
SM Sta. Rosa Event Center 2F
SM Sucat Bldg. B - Atrium

September 17
SM Masinag Mall Atrium
SM Batangas Event Center
SM Baliwag Event Center
SM Cebu Event Center

September 24
SM Novaliches Event Center
SM Marilao Event Center
SM Manila Event Center
SM Mall of Asia Music Hall

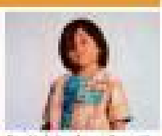
SM CITY CAGAYAN DE ORO


Khelyn Lewis, 4 yrs. old

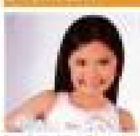

Kirk Daniel Caumac, 4 yrs. old

SM CITY ROSARIO


Kharen Mikhel Kho, 12 yrs. old


Sandro Joshua Amora, 3 yrs. old

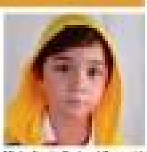
SM CITY LIPA


Kara Quillan Villas, 7 yrs. old


John Andre Benedict Lubo, 4 yrs. old

SM CUBAO


Isabella Robles, 3 yrs. old


Mirko Jossin Baringal, 3 yrs. old

SM CITY SAN LAZARO


Samantha Gabriel Santiago, 7 yrs. old


Rhed Zeamon Parales, 4 yrs. old

SM CITY NAGA


Idel Rodrigues, 11 yrs. old


Alec Tabaña, 3 yrs. old

LIFESTYLE Fashion&Beauty

Fresh new hair ideas for the 'ber' months ahead

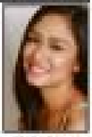
The two main, opposing trends: the femme fatale or the androgynous boy-girl



CHLOE

SURELY WE can already feel it: "There's a change in the air." Our favorite summer trends are slowly fading to make room for fresh, new ideas for the upcoming "ber" months. If we were to identify what kind of woman we'll be seeing (and taking inspiration from), two very contrasting personalities will emerge: the femme fatale and the androgynous boy-girl.

TRICKS OF THE TRADE



Kelly Misa

Both oozing with sex appeal, comparing the persona of the sexy, curvaceous woman with the tough, indifferent ... is like looking at exact opposites. Whether you choose one over the other, the look requires not only attitude, but a delicate combination of trends to pack the punch. Clothes, shoes and makeup all seem to help build these characters, but hair does its part to complete the look.

No matter if you want to tap into an ultra-feminine version of yourself one day and a boyish personality the next—these hair trends will help you get into character. Get to know the hair trends of the upcoming season, and how to wear them.

Take on a center part

I know what you're thinking: How can something as simple as changing your hair part make such a big impact? Well, it just does. Any hairstyle worn with a middle part just looks so much cooler, whether

FRESH E3

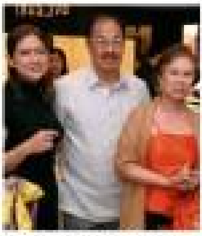


CHANEL


CHATTY Reyes, Isabel and Ramon Bender


CHINO Tobias, Bea Pecson, Singapore marketing and communications manager Lyn Chan who jetted in from Singapore, Jerome Souman, Hermès PR and marketing Jordyn Hill and [illegible]


TATLER'S Mia Borromeo and Irene Mariel Francisco, Mario Katigbak, Mimi Rosario


MOLEEN and Bobby Del Rosario, Baida Tio Laurel


GM of Luxury Concepts Inc. Mario Katigbak, Stores Specialists, Inc. SVP Anton Huang and La Montre Hermès South East Asia GM Jerome Souman


MEL LEONCIO, Nympha Valencia, Alice Samson, Evelyn Bas

Hermès opens first watch corner in Rustan's Makati; eclectic music radio opens


DRESSAGE and Dressage Moon Phase


KOOKIE and Noel Reynaldo


MCC VP for marketing Aileen Valledoria, MCC SVP and deputy cards head Rosalina Gomez, Cebu Pacific president and CEO Lance Gokongwei

WITHOUT BATTING AN EYELASH
Maurice Arcache



Photos by Alex Van Hagen
powered by [illegible]

THE LEGENDARY French luxury brand, Hermès, has opened its very first watch corner in the country at Rustan's Makati Silver Vault.

Hermès, dahlings, is, of course, the prestigious French high-fashion house established in 1837, and today specializes in leather goods and accessories, as well as watches, scarves, ties and other luxury goods.

The new store displays an eye-popping selection of assortment of watches, from the fashionable Kelly watches to the complicated movement watches such as the Dressage Perpetual Calendar.

Tall and ever charming Jerome Souman, GM of La Montre Hermès Southeast Asia, and Lyn Chan, marketing and communications manager, jetted in from Singapore to be at its [illegible] during the formal launch, dahlings.

No less than the oh-so-gentlemanly man [illegible] boutique [illegible]. I [illegible] interested that [illegible] watch lovers he patiently explained the watches on display, giving [illegible] a short history of each of the designs. Noticing the Hermès watch I was wearing, he told me, "This one you have on belongs to that certain style and design which is more [illegible] into today's latest Classics category."

The Hermès family were originally Protestant Germans who settled in France in 1828. In 1837, Thierry Hermès first established Hermès as a harness workshop dedicated to the noblemen of Europe. Later, his son Emile-Maurice Hermès took over the company which catered to the elite of Europe, North Africa, Russia, Asia and the Americas, dahlings, with bags designed for riders to carry their saddles with them.

In 1935, the "Kelly bag" was introduced. Two years later, the Hermès scarves were issued and were sold out in a week's time. Then, the Hermès silk tie became a sensation. Also with the house's first perfume, Eau d' Hermès.

In 1956, international celebrity Grace Kelly, who had just become the new Princess of Monaco, was shown by Life magazine carrying the "black alligator" bag in front of her self to cover up her pregnancy. The public began calling it the "Kelly" bag. Hermès adopted the name and it became hugely popular.

We were even surprised to know that a Hermès scarf is sold somewhere around the world every 25 seconds. Millions have been sold since it was introduced.

Today the latest Hermès must-have for women is the "Birkin," named after British actress Jane Birkin. This bag has taken our country's socialites by storm regardless of its astronomical price tag, [illegible].

In the watch section, a personal favorite is the H Hour collection. But my all-time favorite is the Cape Cod with the exchangeable orange, white and beige straps. Love it.

As Vogue magazine says, "Hermès is a boutique where you don't just buy... you invest." And [illegible] Today reports, "Hermès is Old World luxury in the New World."

Check out Hermès watches at its Silver Vault and Hermès boutique the second floor of Rustan's Makati, where you'll find the best of Hermès for men and women; and at Greenbelt 3.

Unique credit card

Robinsons Retail Group has introduced the Robinsons Cebu Pacific MasterCard, a credit card that gives you points to fly as well as shop for free.

MasterCard's latest value-driven card gives cardholders one fly-and-buy point to fly for free and shop for free.

Leading the star cast were MCC executives led by president Mike Abdurrahman, senior VP Rosalina Gomez and VP for marketing Aileen Valledoria.

On stage were [illegible], Robinsons Retail Group president and COO Robina Gokongwei-Pe, Cebu Pacific president and CEO Lance Gokongwei, VP for marketing Candice Iyog, director for passenger sales Ardente Tena, and manager for holidays and partners Sandee Pedrajas.

New music channel

Hey [illegible], there's a new kid on the block rocking the airwaves.

Radio High 103.9 has gone on test broadcast since July, carrying its exclusive slogan, "Not for everyone," dahlings. It plays an eclectic mix of jazz, new age, Latin, Brazilian, standard and occasional [illegible], plus new fusion forms such as [illegible], popsmooth and even high brow classical music.

The smart brains behind this new concept is none other than Francis Lumen—the wiz behind jazz radio pioneer Citylite 88.3 and Jazzy 92.3 Manila.

But the programming scheme that makes the station unique is, take note, [illegible], there's only a maximum of four commercials per break.

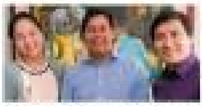
"With only four commercials, people will likely stay on and listen to the station longer throughout the day," said Lumen. "And our sponsors get the mileage they deserve because with only a few messages vying for the listeners' attention, there's higher recall for their product."

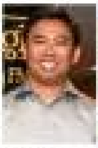
Radio High 103.9 has [illegible] the support of [illegible] global brands such as Jaguar, Maserati, Citibank, Air France KLM, McDonald's, [illegible] of Robinsons Land Corp. and [illegible].

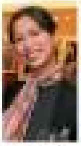
Check out Francis [illegible], visit at Silver City Frontera Verde Drive, Ortigas Center, call [illegible]. Radio in for great fun and chill-out sounds, dahlings.


H HOUR watches


DRS Albert and Ana Abad Santos


CEBU PACIFIC'S Candice Iyog, Robinsons Department Store's Jobonne Go, Robinsons Supermarket's Judy Garcia

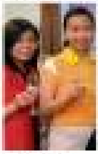

MAKATI Mayor Junjun Binay

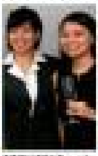

JESSICA Yladia


STEVIO and Antoinette Sy


ROBINSONS retail group's Katherine Lim and Cris Zaluera, MasterCard's Chris Fonzo


RADIO High top man Francis Lumen, flanked by Makati Medical Center's Dr. Ernie Santos (right) and wife, Vicky at the CCP Main Theater


MCC's Karen Mercado, Cebu Pacific's Sandy Pedrajas


ROBINSONS retail group's Thelma Ramos and MCC's Mylene Pilares


TV 5 lawyer Ray Espinosa, PLDT 1st VP Marco Basbango


MERALCO senior VP Al Panlilio and wife Angela


METROBANK Cards Corp. president Mike Abdurrahman and Robinsons Retail Group president and COO Robina Gokongwei-Pe


MASTERCARD'S Judith Marie Dagdo, Robinsons retail group's Rhodora Delaney


MCC's Ronan Angtianchui, MasterCard's Aiko Zialcita

BB Base: Ultimate Asian-skin treatment?

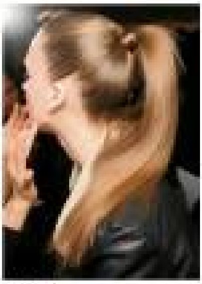
MAKEOVER 911



Kimy Salas

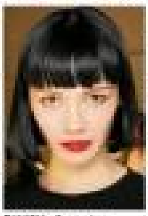
Minuses

Fresh new hair ideas for the 'ber' months ahead



Work your boyish charm

Pull hair into a pony



DIANE Von Furstenberg

Try a modern fringe

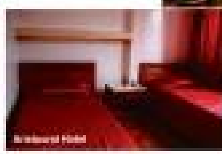


CamSur gears up for AdCongress22

Plenty of hotel options to choose from









PLENARY SPEAKERS



ARAW SHINES ANEW, EXPANDS HORIZON – *Digital entry and judging, special awards*

ARAW AWARDS

The CamSur Sports Challenge: Something for Everyone

LIFESTYLE *Fashion & Beauty*

Paris Hilton tries her hand at beach-club designing



'The beach club is going to be very Paris–sexy, fun exciting, beautiful. Of course, there's going to be pink there,' she says of her first project in the Philippines



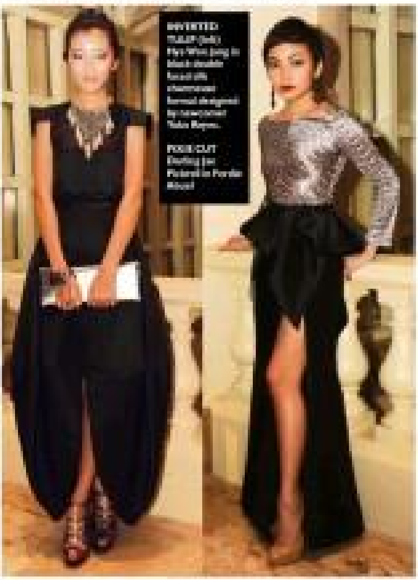








Manila's 10 freshest faces





Talk on 2012: What is it all about–predictions and guidance

Creative writing classes

Southern fair in Alabang

Paris Hilton tries her hand at beach-club designing



PARIS Hilton for Azure Urban Resort Residences by Century Properties





THE BEACH Club that Hilton is designing for Azure; at left, Hilton's latest fragrance collection, Paris Hilton Passport

From page F1

for people to experience it."

Paris Whitney Hilton

Date of Birth: February 17, 1981

Height: 5'8"

Place of Birth: New York City, NY

Hometown: Beverly Hills, California

Current Project: Designing Azure Beach Club

Shoe size: 11 (many designers don't make her size, so most of her shoes are custom-made)

Favorite quote: "That's hot" (She had it trademarked, Set 2004)

Favorite color: Pink

Favorite scents: "Paris Hilton," "Just Me," "Heiress," "Fairy Dust," "Tease" and her latest fragrance for 2011—"Paris Hilton Passport" (all from her line—she has 13 different fragrances)

Trademark(s): Blue contact lenses (she has natural brown eyes), long bleached blonde hair

My first serious splurge... Louis Vuitton luggage.

A trend I hope that never ends... Diamonds.

The Paris Hilton style is... a little more sophisticated. When I was younger I was very Barbie-ish.

The person who knows me the most is... Nicky Hilton (her younger sister).

People should always... dress cute wherever you go, life is too short to blend in.

The best style advice I ever got... Be original.

One beauty tip that I've learned... Stay out of the sun.

What have you been up to these days?

I recently finished taping my reality TV show, "The World According to Paris." I also celebrated "Christmas in July" with children from Union Rescue Mission which was such a remarkable experience. Aside from that, I am focused on my businesses such as my clothing and perfume lines as well as my new MotoGP racing team. All in all, life has been great!

What are the top five essentials in your bag?

(1) I'm always carrying water with me especially when I travel because it's important to stay hydrated. (2) I always have my cellphone with me so I can stay in touch with friends and family and keep up with my business. (3) sunglasses (4) lip gloss (5) iPod.

What are the things people would be surprised to know about you?

I think people are surprised that when they meet me, I'm different from the person they read about in the press. I get shy easily and I am quieter than people think. I also work really hard for my business.

What's the one skill people will be surprised to know you have?

I can cook! My specialty is lasagna. I've met a lot of women who can't cook and I would choose cooking over ordering in any day.

What causes are you passionate about?

The charities I've been involved with range from helping children with special needs, caring for people with incurable illnesses, supporting the homeless, fighting poverty, ending animal cruelty and so on. Charities I've supported in the past year include Starlight Children's Foundation, Make-a-Wish Foundation, Union Rescue Mission, the Nancy Davis Foundation's Race to Erase MS, Children's Hospital of Los Angeles and the USO to name a few.

Who inspires you?

I've always looked up to my mom. She really inspires me.

What are your beauty secrets?

1) Drink a lot of water. I know it sounds simple but it's so important because your skin and body need to be hydrated, and it makes you look younger.

2) Always wash your face at night to make sure all of the impurities that are flying around in the air don't stay on your face when you're asleep.

3) Always use a good eye cream. The first wrinkles are usually spotted around your eyes so they need some nourishment.

What is your favorite sport?

I love to play tennis. It's a great workout and you can have so much fun playing with a friend, especially when they're competitive.

What do you do to stay fit?

I like to go on hikes and runs to get my heart rate up and strengthen my legs. Also, I love Pilates because you're using muscles you've probably never used before and when you're all done, it feels amazing.

What do you do when you need to escape and relax from your insanely busy schedule?

I like to stay home and relax while watching a movie. Sometimes it's so much better to be home and not worry about how you look or what you're wearing. I love fashion and style but on my relaxing day, I slip right into my sweats.

What are your favorite beaches?

I've been to so many beautiful countries with amazing beaches so it's really hard to choose just one. I think the beaches in Ibiza and St. Tropez are gorgeous. There is definitely a different feel when you're there compared to being in California, where I live.

What is your dream vacation?

My dream vacation is staying in Seychelles or a remote island for a week or two. I love being at tropical beaches, it helps me get away from business and totally rest and unwind. I also enjoy learning about new cultures and spending time with local people. Maybe when Azure is built I will come and spend some time in the beach club I designed.

What are your most fond memories of traveling and visiting new or familiar places, and why?

I'm really fortunate that I get to travel so much for my business because I love going to new places and having new experiences. Some of the favorite places I've recently visited are Spain to support my Moto GP racing team and last year I went to Egypt to see the Pyramids, but most of all, I love going to beach resorts like St. Tropez.

Your name has evolved into an international brand of different products. Why did you decide to dabble into designing a real estate project, or more specifically, the beach club feature of Azure?

I'm really proud of what I've accomplished over the years, but I'm always looking to grow further and expand my business. Real estate is in my blood and I've always had a passion for getting into real estate one day. This is now my first project in the real estate world and I couldn't be more excited that it is for a beach club in the Philippines in partnership with Century Properties. As someone who travels the world and has been, I've stayed in many different places, I think I can bring a lot of great insight and ideas when designing a new property. I'm excited to create something beautiful and relaxing that people can enjoy.

How does this project with Century Properties relate to you?

I am so proud to be involved in the designing the beach club in Azure, it is such an honor to be asked. Having traveled all over the world I know I can bring some unique design ideas to the project. I'm very passionate about it and excited to see what it's going to look like once it's built.

What will be the style of your design in the Beach Club and its amenities?

The beach club is going to be very fresh, sexy, fun exciting, beautiful. Of course, there's going to be pink there. It's my favorite color. As for the amenities, the project is still in the works so I can't share any of the details at the moment but I look forward to sharing the designs with you in the near future!

It will be stylish, sexy and uniquely Paris!

What advice would you give to your fans?

It's all about believing in yourself... Always believe in yourself. Be a good person and good things will come to you.

For more details about the project, visit www.azure.com.ph



"A TREND I hope that never ends... diamonds"


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and Traders Hotel, Manila
AUGUST 27
10:00 A.M. Talks & Workshops
6:30 P.M. Bridal Fashion Show
by 18 renowned Designers
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Shopping Alley A LIFESTYLE GUIDE













Bloom Babies

These bath and baby products are perfect for taking care of your little ones.







Fresh and Clean





Shopping for the right credit card



Jacket, P499.75, Barbie at Robinsons Department Store







Skirt, P300, Playground at Robinsons Department Store

Socks, P59.75, Darlington at SM Department Store



Shoes, P499.75, Spongebob Squarepants at Robinsons Department Store

Dress, P1,330, Rustan's Ribbon, Rustan's Department Store

Trendy Tots

Play dress up with your little ones in these cute and stylish pieces.

By RJ Roque

Green Living Goes Practical With Hanabishi Appliances

It's definitely now or never.

As the rate global warming is increasing, Mother Nature is in dire need of the help of all the mothers in the households, like yourself.

More than just trying to save on your budget, you can also do your part in saving the environment.

Here are some green living tips for all the practical mothers out there:

1.) Help reduce waste by buying only quality appliances instead of disposable ones for your household. Hanabishi offers only the finest appliances at the most affordable prices.

2.) Choose energy-efficient appliances. The electricity consumed is produced by power plants which utilize the burning of fossil fuels, a great contributor to global warming. The Hanabishi Windmill 16rd is an energy-efficient electric fan that has aerodynamic blades which offer higher air velocity and operates on a lower wattage.

3.) Try adding insulation to your walls to





help lower the costs of cooling your home. Compliment this move by using the Hanabishi air cooler, which has a mist function and saves you up to 50% in electricity consumption, as compared to using a regular air conditioning unit.

4.) Save hundreds of pounds of carbon dioxide by using appliances with automatic temperature settings. Carbon dioxide is required by power plants in producing the electricity consumed by household appliances. The Hanabishi automatically shuts off its electric consumption when the desired temperature is reached, saving much electricity in the process.

5.) Use multi-purpose appliances. Try the Hanabishi 3 in 1 Breakfast Maker. Not only will it save you on electricity, it can also save you on the time needed to prepare meals for your family.

6.) Do your laundry on a weekly basis to help conserve water and energy. Use a heavy-duty washing machine like the Hanabishi with built-in options that can ensure you clean clothes.

These are just some of the practical green living tips for practical moms.

Help Mother Nature by keeping your home eco-friendly and budget-wise.

To know more about these eco-friendly appliances, visit www.myhanabishi.com.

More perks for Home Depot Loyalty and Home Depot Unionbank Visa Cardholders

Building your dream home seems impossible when your expectations are high. A lot of people rely on professionals like architects, interior designers, and contractors to help them turn blueprints into a reality. Others are more hands-on about every detail needed for their so-called sanctuary, from the shade of light fixtures, the texture of their walls and floors, the composition of their bathroom to the types of paint used. The inconvenience of spending so much time canvassing and looking for all the things required for a dream home is now a thing in the past because of The Home Depot. Homeowners and professional builders trust The Home Depot's store-within-store layout that carries a complete line of building, finishing and furnishing materials all under one roof.

The Home Depot by CW Group takes pride in pioneering a department store-like retail platform among hardware and depot centers in the country. The Depot's strategic partition of four subdivisions is often praised for its unique store layout: The Home Builders Superstore, The Home Interior Superstore, The Home Appliance Superstore and the specialty stores.

Aside from the unique edifice of all its branches, The Home Depot also boasts the many value-added services offered to its devoted customers in the modes of its Loyalty Rewards Program and The Home Price Guarantee.

Loyalty Rewards Program

Unlike other rewards program, The Home Depot Loyalty Rewards Program offers a progressive type of rewards program in which a member's account will never go back to zero point unless it exceeds its validity period of 2 years. The more purchases a member makes, the faster they can reach a milestone with corresponding reward. Trade professionals involved in the building and construction business are entitled for a complimentary Loyalty Card (Professional).

The Home Depot Unionbank Visa Card

Another first of its kind in the building and construction industry is the recently launched The Home Depot Visa Credit Card which is powered by the Unionbank. Every cardholder enjoys a year-round 0% interest on 3, 6 and 12 months installment terms plus they only get to pay for their first monthly amortization after 3 months; it's a double zero treat.

Home Price Guarantee - Ensuring the best price!

Home Price Guarantee is another special service of The Home Depot wherein every customer is guaranteed that they find the lowest priced building and construction materials in the store. If a customer ever finds the same brand of items priced lower from other similar stores, all he has to do is submit the official receipt to The Home Depot and they will match the price on the receipt.

The Home Depot also carries wide array of exclusive brands from various countries in the likes of Roca Bathroom Fixtures from Spain, White Horse Ceramic Tiles from Malaysia, Taicera Tiles from Vietnam, Hunter Fans from the United States, Megaman Energy Saving Lights from Germany, MarkSlöjd from Sweden among many others.





Red Tag Sale from Home Depot





All these and more at The Home Depot has six branches located at Ortigas, [illegible], Manila Bay, [illegible], Pampanga including a new branch in Makati along Chino Roces Avenue. For more information about The Home Depot and its products and services, you can visit www.cwhomedepot.com. The Red Tag Sale ends this August 31st 2011.





Explore the Colorful World of SM Mall of Asia!

Fun Times at the Selecta Kids Universe

Take your kids to the biggest entertainment zone in the metro! Explore the skyrocketing excitement at the Cosmic Kidz together with the educational and adventurous treats at K Rider. If you're up for the latest and coolest gadgets and kiddie toys then enter the castle of fun for kids – Toy Kingdom, Sanrio, Astrokidz, – plus music delights at the Music for Little Mozarts. End your adventure with something sweet at The Creamery Fiesta and Selecta Ice Cream Bar. Tag along with the kids and the whole family and visit the Selecta Kids Universe!

Build and Play with LEGO!

The fun just never stops at SM Mall of Asia! This mall is definitely bringing something new again together with LEGO. As a part of the first ever LEGO Filipino-themed event in the Philippines! LEGO Pilipinas, Tara Na! LEGO is invading Manila to support the newly launched "Pilipinas, Tara Na!" by the Department of Tourism. LEGO [illegible] will come to life as they build LEGO bricks forming the Philippine Map and its famous landmarks. Join them exciting games to win LEGO prizes. This is your last weekend to experience the LEGO adventure so don't dare miss it!

ANGRY BIRDS RIO

COMPETITION

SM MOA MUSIC HALL

AUGUST 27, 2011

Join the competition and experience different interactive activities for the kids and your entire family!

TULIO'S ARTS AND CRAFTS

JEWEL'S STORYTELLING

NIGEL'S GAME STATION

RAFAEL'S FILM SHOWING

BLU'S PLAY CORNER

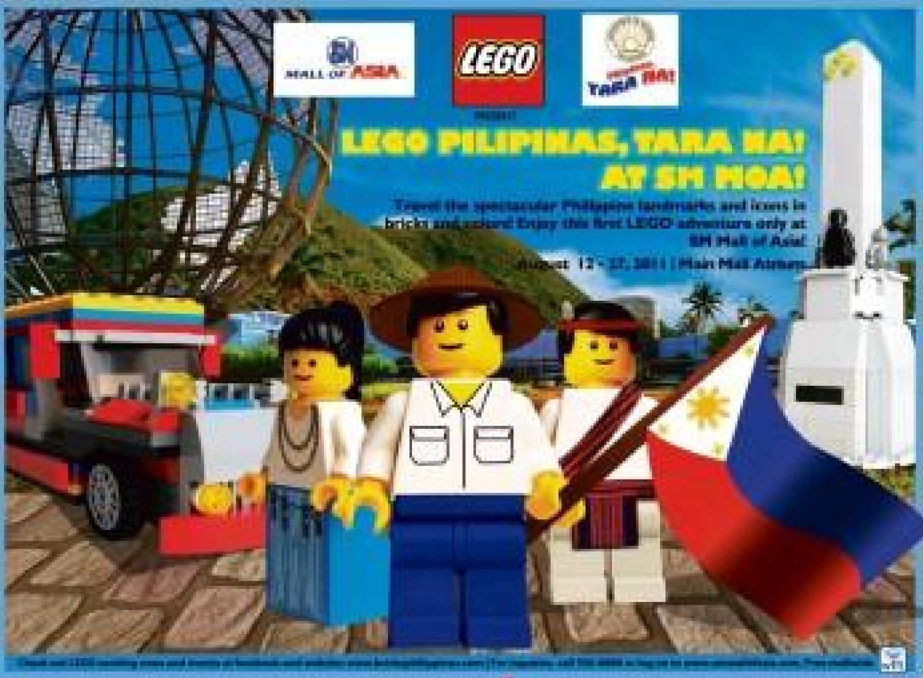
LUIZ'S PHOTO BOOTH

BIG! BIG! SALE OF ASIA

[illegible]

UP TO 70% OFF | SEPTEMBER 16-17, 2011 | 10 AM - 12 MN

SEPTEMBER 18, 2011 | 10 AM - 11 PM



[illegible]

LEGO Building Competition

LEGO My Own Creation

LEGO Play Area

Creative Juice

ENTERTAINMENT

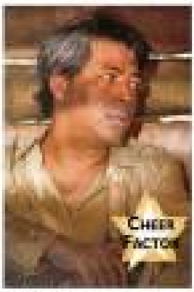
Editor Emmie G. Velarde

'Cuchera' goes to Toronto

AND NOW there are four. Joseph Israel Laban's "Cuchera," an entry to this year's Cinemalaya, joins three other Filipino movies going to the Toronto International Film Festival, to be held Sept. 8 to 18. Laban told the Inquirer that "Cuchera" is part of the Discovery section, while Lav Diaz's "Siglo ng Pagluluwal (Century of Birthing)" and Adolfo Alix Jr.'s "Isda (Fable of the Fish)" are in [illegible], and Raya Martin's short film "Ars Colonia" in Wavelengths. The Toronto fest site describes "Cuchera" as "one of the most shocking debuts in recent Philippine cinema." *Bayani San Diego Jr.*

Cheer Factor

Joel Torre on NY Times review: Like I hit gold



TORRE in "Amigo": "[illegible] brilliance."

By Bayani San Diego Jr.

FILIPINO actor Joel Torre is ecstatic that he and his film, John Sayles' "Amigo," got a rave review from the New York Times.

In an SMS, Torre, who is in the United States for the film's promo tour, told Inquirer Entertainment: "You know how insecure actors are about their performances. Good reviews validate the hard work we put into 'Amigo.'"

Torre, who top-bills and coproduced the indie movie on the Philippine-American War at the turn of the century, was particularly moved by the New York Times piece, published Aug. 18 and written by chief film critic AO Scott.

In the critique, Scott said that Torre played his role Rafael, a beleaguered village chief, "with [illegible] brilliance."

Torre admitted: "I was near tears because I know the weight of a New York Times review. It's a big deal. I feel like I hit gold."

Scott said Sayles' film "[extends] to grey areas and [focuses] on characters whose essential decency is challenged and complicated by circumstance."

In that regard, Scott wrote, Rafael is "an exemplary Sayles protagonist."

Torre said, "I am elated; these critics are very knowledgeable about cinema."

Highest praise

Torre joined Sayles in the promo tour, starting when "Amigo" opened Aug. 19 in New York, Los Angeles, San Diego, San Francisco, Stockton and other cities.

Today, it's set to open in Honolulu, Hawaii and San Jose (California). Next month, it moves to Seattle, Portland, Las Vegas, Washington DC, Gaithersburg, Virginia Beach, Albuquerque, Chicago, Dallas and Minneapolis.

"Amigo" is also part of the 31st Hawaii International Film Festival, which runs in October.

Scott reserved the highest praise for Sayles, an Oscar-nominated screenwriter for "Passion Fish" and "Lone Star."

"This is not the kind of movie, and Sayles is not the type of director, to linger in the picturesque past, savoring antique details and re-staging bygone conflicts," Scott noted.

For Sayles, Scott pointed out, "history ... [illegible] of power, greed, exploitation and principle, [illegible] those forces."

Scott called Sayles a "left-wing, [illegible] John Ford, spinning fables of the American character out of the threads of [illegible]

NY TIMES/AG



"CARS 2"

A chance to visit world's largest indoor theme park

Fans oppose MJ tribute concert; show goes on



Joel Torre on NY...



Kennedy series on History



[illegible]



THOM Filicia

Design rescue

[illegible]

Family movies

[illegible]



"WHO FRAMED Roger Rabbit?"



JAMES Franco (R) with Andy Serkis as the simian Caesar

Apotheosis of the apes

VIEWFINDER

Nestor U. Torre



[illegible]

ENTERTAINMENT

Top artists of Pinoy heritage in NY gala

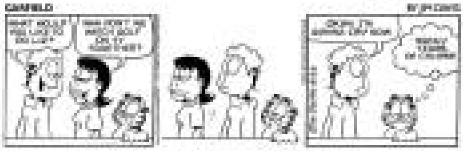


ONLY IN HOLLYWOOD

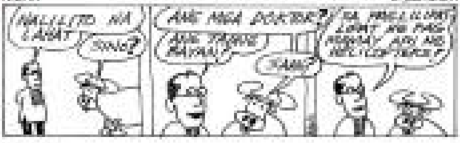




GARFIELD



A. LIPIN



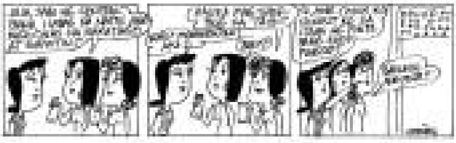
PUGAD BABOY



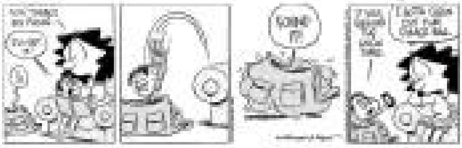
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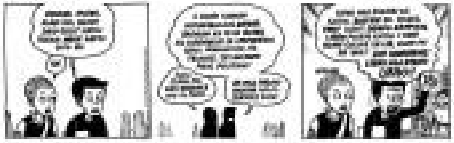


LOVEKNOTS

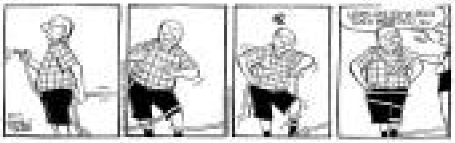


BABY BLUES





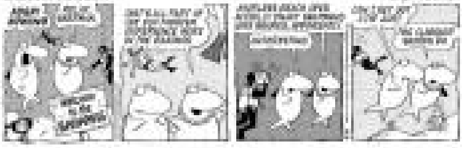
BEN



MUTTS



SHERMAN'S LAGOON



DUSTIN





HOROSCOPE

CONCEPTIS SU DOKU

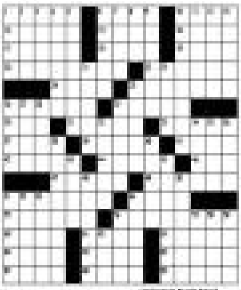
HOW TO PLAY SU DOKU

Conceptis Sudoku

		8	7					
			8	4		6		
	3						4	
9					3	4		
	5						6	
		7	5					9
	1						5	
		9		2	7			
					4	7		

Difficulty Level ★★★

CROSSWORD PUZZLE





SOME of PhilDev's top figures [illegible]

Top artists of Pinoy heritage...

project are Victor Lirio, artistic director and founder of [illegible] Co., and Bernice Reyes Stoh, a [illegible] of PhilDev [illegible] Foundation, USA. [illegible] who is also an artist, director and producer, [illegible] Carnegie Hall debut and the first New York [illegible] festival. Music director is [illegible] who has worked with the likes of Marilyn Horne, Rosanne Cash and the New York Pops, and does scores for indie films.

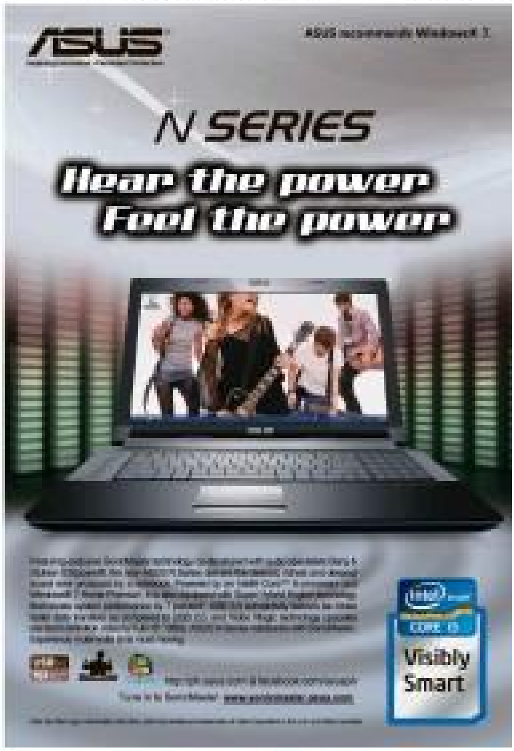
Philanthropist Loida Nicolas Lewis, also a PhilDev trustee, said of the show: "We are thrilled to be presenting a one-of-a-kind and historic concert event... There are millions of Filipinos back home who are in dire need of assistance." More information about the gala is on www.phildev.org.

Below are excerpts from our e-mail interview with Victor Lirio:

How did you get Stephen Sond-

CHEEK FACTOR

3 Pinoys in Asian Project Market





Top artists of Pinoy...



'The music of Stephen Sondheim–iconic lyricist and composer–has never been expressed by Fil-Am voices together in a show like this'

ENTERTAINMENT Living Stars



The TV host's life as a modern masterpiece

GMA 7 reporter Jay Taruc's home could pass for a gallery of contemporary art, a structure that combines form and function

FOR a minute, it was like visiting an art gallery in New York or Singapore.

With its clean lines and ultra-modern design aesthetic, the Quezon City home of GMA 7 reporter Jay Taruc could pass for a cutting-edge gallery of contemporary art—a statement that embraces all



HOMEOWNER at the top of the stairs.















The TV host's life...

















The TV host's life...







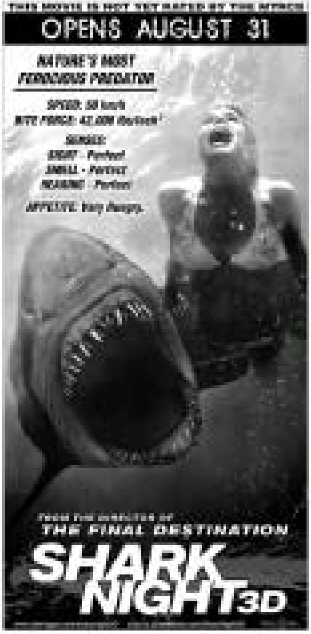


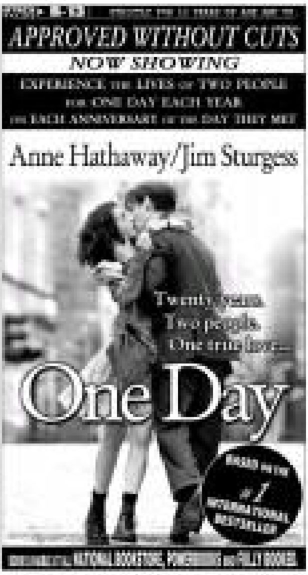














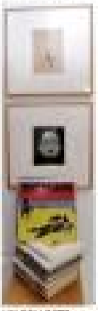
Museums have borrowed paintings from the Tarucs. Jay lent 'Lost Cause' by Louie Cordero to Melbourne's Heide Museum of Modern Art; and Alfred Esquillo's 'Pasyonista 6' to Manila Metropolitan Museum



PROUD homeowner [illegible]

The TV host's life...

From page J1



JAY COLLECTS art works [illegible]

[illegible] "We also have more shoes and stuff." Jay admits he would often arrange—and then rearrange—his clothes and collections, "by color, type, brand or genre."

When Tropical Storm "Ondoy" ravaged Metro Manila in 2009, the neighborhood was flooded, like most parts of Quezon City. Fortunately, they had not installed wood flooring or wall-to-wall carpeting on the ground floor.

The "rough-hewn" look, in the end, worked to their advantage. "The cement floor proved convenient to us, especially since we have kids," Jay notes. "They can run around and play here."

During "Ondoy," he parked his prized motorcycle, a BMW 1200GS, inside the house. It's the bike he travels on, in the new GMA News TV program "Motorcycle Diaries" (Fridays, 8 p.m.).

The show is a dream come true for Jay. "We visit impoverished, out-of-the-way communities, places where there are no good roads, towns that can be reached only on a motorbike," he says.

He has gone as far north as [illegible] and as far as Agusan del Sur. "The show has combined two of my passions—motorcycles and making documentaries," he enthuses. Along the way he picks up true life stories that make him all the more grateful for life's many blessings.

Because the hectic taping schedules of "Motorcycle Diaries" and the GMA 7 docu show "I-Witness" (late Monday nights), Jay looks forward to unwinding and recreating at home.

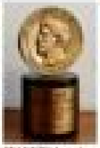
He also pinch-hits as anchor on the GMA 7 nightly newscast "24 Oras" and the GMA News TV daily show "News to Go."

Surely his plates are stacked high at work. "In a week, I usually go out of town four times," he says. So he makes certain that his days off are spent bonding with his family. "We watch TV in the family room. Or we play records and tinker with the toys in my office. I play computer games with Luis or take care of Sofia. I'm a certified homebody."

It is a relaxing house in the heart of the city. "It's very quiet here—like you're in the province," he says. "At the same time it's near schools and the TV studio."

Seems Jay has mastered the art of living.

E-mail: [illegible]



PEABODY Award



CNN World Report Award 1998



HAND wash sink in the office is decked with colorful tiles.



IN HIS office are wall-to-wall shelves filled with Japanese toys.



DOWN the staircase, which features a poster by British graphic artist Jason Reid.

Home Appliances

Energy-efficient appliances to save on bills

TO HAVE energy-saving appliances is not just all about saving the earth. It may also mean saving your wallet from further damage.

Some shoppers may complain that appliances tagged as energy-efficient actually cost more. However, if they do the math on how much they can save on electricity, the appliances can actually come cheap.

To shoppers who are still unsure if these energy-saving appliances work, below are just five tips to get started. In these times when prices of goods go nowhere but up, scrimping on electricity bills may be the best option.

• The Internet is a wealth of information. When eyeing for a particular appliance, read reviews online. Even if you are looking for energy-efficient appliances, it is also important to know if it runs well and meets your needs. Have an open mind and when in forums, don't be afraid to ask questions.

• Educate yourself on electricity and appliance lingos. There are no stereotypes that can actually mean that the appliance eats up this much of energy. Some brands have badges that say how much energy you can save, and oftentimes they are true. Otherwise government regulatory agencies won't allow them to put it there.

• Don't judge the appliances by its sheer size. A flat iron, typhoon, or a small printer can actually consume more electricity than bigger ones. However, there are also lightweight devices that can really save energy.

• These days, you just have to trust the brand. Their track record is all over the Internet. If you are really into energy-saving, think if it will last in the next 10-20 years. If you are not so much into "trends" or "looks," invest in something that can stand the test of time.

• Maximize the warranty. There are manufacturers that offer longer warranties for a minimal cost. Think if it is feasible on your budget then grab it. There are appliances that die on you just days after the warranty expires.

• Know your priorities. Just because a huge washing machine is selling for half the price does not mean you'll instantly grab it. Always keep in mind the energy it will consume and if you really need the appliance.

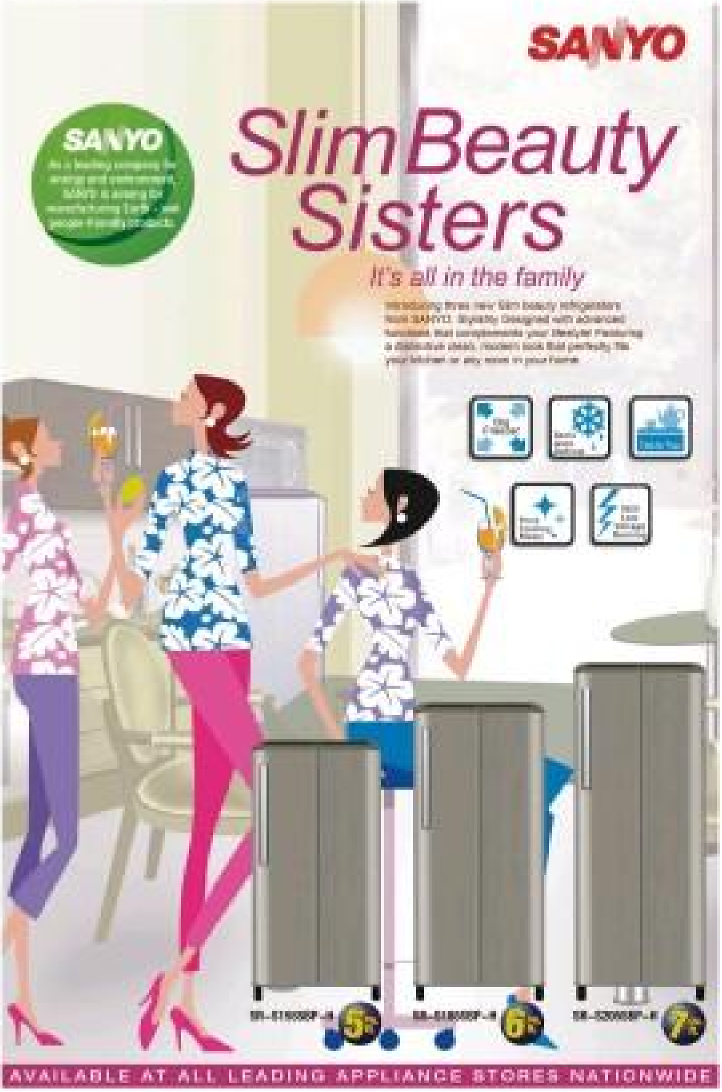
• For washing machines, use its full load and look for the best powder detergent so you don't have to rinse it twice to get the dirt off.

• Two-door refrigerators can also help save on electricity. With one door only, freezers are opened even if you're not taking anything from them.

• Compare, compare, and compare. There is nothing more effective than being armed with information.

Replacing an appliance is not just about getting a new one; it's getting a more energy-efficient appliance that will you save your hard-earned money.





Weigh to go

Tanita puts weight on the subject of obesity





Why measure body fat?

Saving the earth with the water that you drink



Homes of the future



Whirlpool to hold warehouse sale this weekend

5 surprising uses for microwave



Bacteria breeding ground at home

By Kenneth M. delRosario

YOU'VE read about it before: that the computer keyboard has more bacteria than the toilet seat. Yuck, right?

But the scarier part is that the keyboard perhaps isn't the only bacteria breeding ground appliance at home. There's the remote control, the air condition unit, or the telephone, for example, or just about anything that is frequently used or touched.

That's why the World Health Organization (WHO) has endorsed the washing of hands to protect people against infectious illnesses. One important aspect of their recommendation, aside from using soap and water, is ensuring that hands are dried thoroughly to prevent the further spread of bacteria.

A recent American study from the Journal of Applied Microbiology suggested that bacteria continue to spread with wet hands even after washing.

According to the study, although most hand-washing regimens lower bacteria in skin, bacteria aren't eliminated completely on the skin's surface. This leads to bacteria contamination of the hands are not dried properly.

The study further revealed that the degree of wetness affects bacterial dissemination to items that come in contact with the hands. The best way to lessen bacterial transfer is by drying hands using a paper towel, and quickly absorbs wetness. The worst option is the traditional air dryer, as it require people to rub hands while drying, which allow bacteria embedded in the skin to surface.

But just because we know that certain appliances have bacteria (after all, which item or product doesn't?), it doesn't mean people should avoid using them. It simply means that people should be more proactive in properly washing their hands after using these things.

To ensure that bacteria do not spread at home, make sure to dry hands using a paper towel and using the same to turn off the water to prevent recontamination. For more absorbent, more hygienic paper towels, opt for ones like locally made Inmarcare Paper Towels, which is made from 100% virgin pulp.

Hand sanitizers containing 60-90% ethyl alcohol or isopropanol can also be used in place of handwashing if there is no immediate access to soap and water.

How Ozone affects environment and the air we breathe

THE OZONE layer is great—when it's way up there. The ozone layer protects life on earth from the sun's harmful ultraviolet rays. But the ozone layer is 10-30 miles above the earth; this is far above the air that we breathe. This protective shield becomes weaker when certain gases are able to travel to the ozone layer and destroy the ozone molecules. These destructive gases come from products like refrigerators, air conditioners, cleaners, and aerosol cans (used for spray paint and hairspray). The gases are called halons and CFCs—for chlorofluorocarbons.

However, ozone from 0 to 10 miles high is an air pollutant that can be harmful. It is created and hangs around in the layer of air near the ground, where it affects everything it comes in contact with. Nobody puts ozone directly into the air. Instead, cars and trucks, gas stations and factories put the ingredients for ozone into the air every day. When these ingredients are cooked by heat and sunlight in the air, the result is ozone!

Ozone is ready to react with whatever it meets. This makes it very useful for cleaning and disinfecting. But, when it comes in contact with living tissues like our lungs it can cause damage and illness. Ozone can also corrode building materials, statues and monuments, and natural rock features in the landscape.

The properties that make ozone a powerful cleaner, disinfectant, and bleaching agent also make ozone dangerous to living tissues. When it comes in contact with living tissues, like our lungs, ozone attacks and damages cells lining the airways. This causes swelling and inflammation.

Some have compared ozone's effect to a sunburn ... inside your lungs.

Ozone can irritate the already sensitive airways of someone with asthma. When ozone levels are high, more asthmatics have asthma attacks that require a doctor's attention or the use of additional medication. One reason that happens is that ozone makes people more sensitive to allergens, which are the most common triggers for asthma attacks. (Allergens come from dust mites, cockroaches, pets, fungus, and pollen.) Also, asthmatics are more severely affected by the reduced lung function and irritation to the respiratory system caused by ozone.

It is therefore crucial that when choosing an indoor air purifier, one should consider an ozone-free unit. Recently, Blueair, a Swedish brand specializing in air purification introduced its 4 models in the Philippines. Blueair boasts that all its products are tested and verified to be 100% ozone-free. They are also environmentally friendly because all are Energy Star certified meaning they use minimal electricity. And thanks to its patented HepaSilent feature, one will continuously use this air purifier as it can be virtually noise-free.

Blueair products range from a capacity of 16 sqm to 85 sqm. It also has a choice of the smoke stop filter that can eliminate not only airborne particles (such as dust, pollen, bacteria, pet dander, mold spores) but also gaseous pollutants such as cigarette and cigar smoke or other VOCs (volatile organic compounds) including household paints and other chemicals.

Look for Blueair at Ace Hardware, Anson's, Handyman, Rustan's, True Value and Western Marketing stores. Call 831-8282 or 900-1040 for more details.



Blueair's award-winning Scandinavian design suits any living area in the home while eliminating household air pollutants such as mold spores, pet dander, and smoke. It is tested and certified to be 100% ozone-free.

Space saving solutions for the modern urban home

WITH THE rising population of urban dwellers, more and more homes and property developers are producing high-rise condominiums to meet the demand of renting the city lifestyle. While the traditional bungalows and residential properties in villages provide for more space with bigger lots, condo dwellers are faced with the challenge of small spaces to house what a typical Filipino family brings in to the home. Stuff, stuff, and more stuff.

Newly-weds Grace and Joseph, 28 and 29, recently moved in to a 35 sq.m. condominium in Makati City. Grace works as a Marketing Assistant while Joseph is a Call Center Supervisor. As individuals coming together, each of them brings in personal belongings from their own homes with the hope of making everything fit in their newly purchased home.

Like Grace and Joseph, many condo dwellers or homeowners face the daunting task of constantly having to maximize their living space while trying to bring in and retain more stuff to make their homes as complete as possible.

"We see the need for solving small space challenges. We cannot stop the trend of high rise condo living because it is also very effective especially for working professionals in the city who want to stay near where they work," says Thelma Alix, Vice President, 3M Philippines. "While this challenge is real and present, we want to help the typical Filipino family to make everything fit in these small spaces. The idea is to organize from walls and make organizing through hanging a habit," Alix adds.

In order to maximize living spaces, the solution is wall organization. No need to utilize every floor area, if you could maximize the wall. Thus, it is essential to use hanging solutions that can provide the best space saving techniques with strong, handy, easy to use hooks to adhere strong away with drilling holes that can cause more damage to walls and ceilings.

3M Philippines re-introduces the Command™ Brand as hanging solutions that offers a wide variety of products in home organizing and decorating that holds strongly, removes cleanly and sticks in place without wall damage items that could be designed for hanging instead of occupying more space, thereby giving the consumer such as Grace and Joseph the freedom to customize small home spaces.

What separates Command™ from other products is its "unique" adhesive technology that can easily remove from walls damage-free, as opposed to drilling holes by using screws and hooks which are permanent and can cause damage. In addition, it is designed to be strong and secure, capable of holding up to different weight limits for every product categories. It is very simple to use and remove as well.

3M Philippines Consumer, Home and Office Business Division Head (the manufacturers of Command™) Hetsie Pasanting underscores the need for space saving hanging solutions for homes with limited spaces. "For every part of the home, Command™ has products that can let our owners hang their stuff easily. With its simple pull tab strips coupled with easy instructions on how to use it, homeowners will worry no more on how to create more spaces," she adds.

With 7 product categories covering every part of the home, (Decorative, Multi-Use, Home and Office Organizers, Cord Management, Picture Hanging Systems, Replacement Strips and Bathroom Solutions), Command™ has all the product offerings and smart solutions for every part of the home. From designer medium hooks that conserve space and can hang dustpans in the kitchen, to Sticky Sawtooth Nails that can hang heavier pictures or artworks for space free panels, smart and space saving hanging solutions are endless with every Command™ product.

For more information about Command™ and its products, visit www.command.com.

Command™ is a registered trademark of 3M.



Experience Cool Living

High Tech meets High Style with the Carrier Designer Series

The Carrier Designer Series Window Room Air Conditioner: A real looker with intelligent features

The Carrier Designer Series Slimpac: The intelligent choice that beautifully fits all light commercial interiors



Designer series, midnight black



Designer series twilight silver

One of a kind